Stakeholder Requirements Document: Google Fiber

BI Professional: Sebastián Cantergiani

Client/Sponsor: Emma Santiago, Hiring Manager

Business problem: How often customers again phone customer support after their first inquiry.

Stakeholders:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Stakeholder usage details: Explore trends in repeat calls to identify why customers are having to call more than once, as well as how to improve the overall customer experience.

Primary requirements:

- A chart or table measuring repeat calls by their first contact date.
- A chart or table exploring repeat calls by market and problem type.
- Provide insights into the types of customer issues that seem to generate more repeat calls.
- Explore repeat caller trends in the three different market cities.
- Design charts so that stakeholders can view trends by week, month, quarter, and year.